

Meeting Point

 **SCHRÖTER**
LEADING QUALITY

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Canada's Piller's Fine Foods: Collaboration for 30 Years

SCHROETER SYSTEMS AT THE CANADIAN DELI FOODS SPECIALIST

CUSTOMER REPORT

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CUSTOMER REPORT

Canada's Piller's Fine Foods: Collaboration for 30 Years

At Schröter, trust and quality form the foundation of successful customer relationships. The collaboration with Canadian company Piller's Fine Foods demonstrates just how well this works. The Canadian deli foods specialist has been ordering systems from Schröter for 30 years. And all of them are still in operation today.

The story of Piller's Fine Foods begins in 1957, when master butcher Wilhelm Huber moved to Waterloo and opened a business there. Thanks to family recipes that have been passed down for generations, Huber began making traditional European sausages. Just two years later, his brothers Edward and Heinrich took a stake in the company, which was then known as "Piller's Sausages and Delicatessens Limited." From these humble beginnings as a small family business, Piller's has since grown into one of North America's largest producers of European cured meats and deli products. After five generations of master butchers, Piller's still uses the same natural aging, curing, and smoking process that had customers lining up outside Wilhelm Huber's butcher shop over sixty years ago. The company was sold to Premium Brands Holdings Corporation in 2011, but descendants of the founding family are still involved in the business. The traditions have remained, but the company has grown. Today, more than 500 employees produce high-quality products such as ham, air-dried salami, sausages, and popular meat snacks.

Collaboration as Partners Right from the Start
The company's business relationship with Schröter began in 1994. Over the decades, it has grown into a true development partnership. The customer from Canada constantly brings fresh ideas to the table and presents exciting challenges to Schröter's engineering team. This has resulted in the development of systems for the production of both normal cooked sausage and small-diameter products (mainly Turkey Bites®, salami, and pepperoni sticks), among other innovations. "Piller's ideas drove Schröter toward new innovations and technologies and moved the company forward. We'd like to thank them for the trust they've placed in us and for the many years of successful collaboration," says Dietrich Schröter. Schröter's Canadian representative, the Wiberg Corporation, and its founder Richard Welzel, played a major role in the customer relationship from the very beginning. Schröter delivered the first CLIMAjet® KR-21 climatic raw sausage system to Waterloo in close coordination with its partner. This was followed by another CLIMAjet®, a CLEENjet®, and four THERMICjet® systems, including process control software, just four

years later. The company also equipped its site in Brantford, about 50 kilometers south of Waterloo, with Schröter equipment. Over a period of what is now 30 years, the systems from Schröter have proven their reliability. The systems manufacturer's flexibility and customer focus have certainly been further assets that have repeatedly led to new orders – and therefore to promising investment decisions – from Canada.



– **RICHARD WELZEL:**
"Since our beginnings in 1987, Schröter has been a trusted and reliable partner that has supplied us with high-quality systems."



– **ARTUR VONAKOV**
is the Director in Wiberg (IFF) and runs the day to day operation of Equipment Sales.



CUSTOMER INSIGHTS

Facts & Figures

Inspiring passion for memorable food experiences, responsibly and sustainably for future generations – this is the vision that guides Piller's in supplying delicious deli products to all of Canada.

- > **LOCATIONS:** Waterloo (headquarters) and Brantford, Ontario, Canada
- > **EMPLOYEES:** approx. 500
- > **PRODUCT RANGE:** Cold cuts, sausages and sausage snacks, European deli specialties, ham and bacon
- > **WEB:** www.pillers.com



PILLER'S WON
Canada's BrandSpark Best New Product Award for ready-to-eat packaged meat in 2014 and 2015. In 2017, Piller's Salami Whips™ were voted Best New Meat Snack.

“
Schröter has been a trusted supplier to Piller's for nearly 30 years. We highly value the service and technical expertise and can always count on them when it comes to our smokehouses.”

— **RAIK MEISSNER,**
Vice President Operations, Piller's Fine Foods

Connected by Common Values

In addition to their attention to detail and commitment to quality, the two companies have another connection: “Even my father Max Schröter already admired the determination and drive of the two founding families around Wilhelm Huber & George Piller, in Canada. These values unite us in our approach to business as well as in our commitment to our customers and our employees,” recalls Dietrich Schröter. Mutual visits during trade fairs and business trips over the years have continued to strengthen the connection between the two companies. Most recently, a large group of employees from Piller's visited the Schröter facility in Borgholzhausen. The joint discussions about investment plans, ideas for the future, and even everyday matters strengthened the partnership to this day. This has resulted in the two companies developing together and driving each other forward.

More Orders on the Horizon

Piller's and Premium Brands decided once again to purchase additional systems from Schröter in 2021, which were brought into operation in 2022. The three THERMICjet® hot-smoke/cold-smoke cooking systems have a total capacity of 40 wagons. But thanks to the close partnership, the two companies are already discussing the further expansion of Piller's Fine Foods and, in this context, the next order.



SCHRÖTERS

Scope of Delivery

LOCATION WATERLOO

1994 – 2004

- > 7 X THERMICjet® HR-20
HOT-COLDSMOKE HOUSE
- > 1 X CLIMAJet® KR-21
FERMENTATION ROOM
- > 1 X CLIMAJet® NR-465
POST-MATURING ROOM
- > 1 X CLIMAJet® AT-15
DEFROSTING ROOM
- > 1 X CLEENjet® TNV-1200
AFTER-BURNER
- > 1 X PROCESS CONTROL SOFTWARE

LOCATION BRANTFORD

2004 – 2021

- > 9 X THERMICjet® HR-20
HOT-COLDSMOKE HOUSE
- > 1 X THERMICjet® HR-1
HOT-COLDSMOKE HOUSE
- > 2 X THERMICjet® HR-10
HOT-COLDSMOKE HOUSE
- > 3 X CLIMAJet® NR-195
POST-MATURING ROOM
- > 3 X CLIMAJet® NR-190
POST-MATURING ROOMS
- > 1 X CLIMAJet® AT-35
DEFROSTING ROOM
- > 2 X CLEENjet® TNV-300
AFTER-BURNER
- > 1 X PROCESS CONTROL SOFTWARE

Extra Class Major Project: A 26-Ton THERMICjet® System

Gerd Moes, Thomas Guhe, and Marcel Wenkemann's eyes light up when they talk about their new "jumbo project". The three Schröter employees are Director Mechanical Engineering, Project Manager, and Manager Electrical Engineering, respectively, and have already supervised and brought several major projects into operation for Schröter in Germany and abroad – but this project for one of the market leaders in the United States has the team of experts particularly fascinated. Schröter has been engaged by the customer to plan and design a two-row THERMICjet® HR-50 hot-smoke cooking system and to manufacture it completely at the Schröter facility.

The entire system weighs a whopping 26 tons, is approx. 5.5 meters high, approx. 16.5 meters long, and approx. 3.6 meters wide, including the power unit. One highlight of the system is the ceiling construction to accommodate the 50 hanging racks. These racks used to hold the products are approx. 600 mm long, 1000 mm wide, and 2600 mm high.

The system is directly heated by a 900 kW gas burner, which provides enough power to achieve the desired process temperature of +40 to 80 °C (104 to 170 °F). Two powerful recirculation fans with a capacity of 62,000 m³/h ensure sufficient air circulation. The fans are each powered by a 66 kW continuously variable electric motor controlled by a frequency converter.

A High-Powered System Made in Borgholzhausen
The American customer's decision to award the contract to Schröter was based on the company's high standards of quality and the long service life of its systems. Components such as vibration sensors, which Schröter uses in the motors of large recirculation fans, play a major role in this. Including them makes it possible to avoid costly repairs or even machine breakdowns. This is because these sensors track the vibrations of the fan impellers and in this way, provide information on the condition of the bearings in the motors. In the event that vibrations exceed threshold values defined in the control system, a message is sent to the system's central control station. Depending on which threshold level has been reached, different measures are initiated, ranging from a simple maintenance note to completely stopping the system.

According to Thomas Guhe, it is the "sophistication of such massive systems that never ceases to fascinate me as an engineer." His job as project manager isn't quite finished when all of the system components are disassembled into all of their individual parts, packed up, and finally prepared for shipment after approximately four weeks of preassembly and testing.

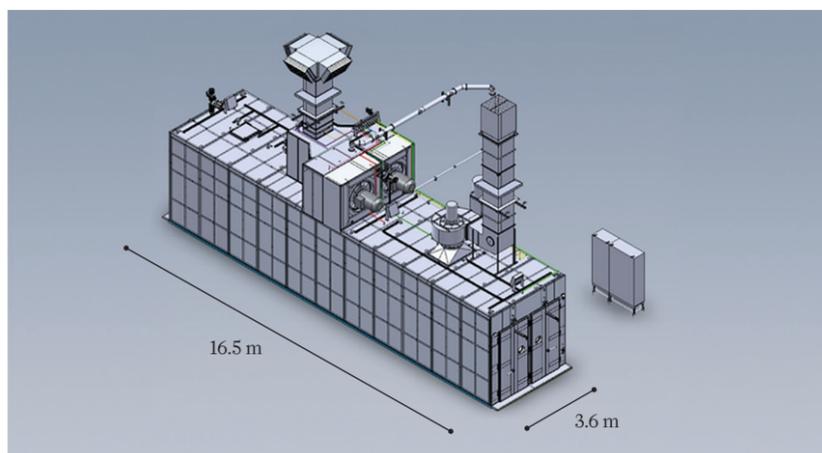
"My mind will still be on every single bolt until our partner AmTrade has finished assembling and bringing the system into operation at the customer's site. And this is particularly true when it comes to such a massive system like this one."

— GERD MOES
Director Mechanical Engineering

— THE SYSTEM features a ceiling construction with a total of 50 hanging racks, which are clearly visible in the picture.



— DESIGN DRAWING for the jumbo project. The system measures a whopping 16.5 meters.





PARTNER

A 20-Year Partnership as Equals

Very special congratulations are currently on their way from Borgholzhausen in East Westphalia, Germany to Livonia in Michigan (USA)! This is where Schröter's long-time American partner, AmTrade Systems Inc., is located – and this year, the company is celebrating its 20th anniversary.

What began as a small company with five employees and a small office and storage area has developed over the years into a well-known and reliable partner. In the meantime, almost 20 people work for AmTrade in sales, project management, assembly, spare parts, service, and technology, as well as in administration.

Schröter and AmTrade have enjoyed a very close and fruitful business relationship since the company was founded in 2003. The Schröter principle of "Leading Quality" also perfectly describes its Ame-

rican partner's DNA and has formed an excellent basis for successful collaboration over the years. The two companies have planned numerous projects together, with AmTrade then installing the systems at the customer's site in North America.

Over the years, the company expanded several times and extended its premises in order to meet the growing demands of the market and its increasing customer base. In addition, a structural expansion to add a spare parts storage facility improved the warehouse.

In addition to systems from Schröter, AmTrade also

sells machines from other partners such as filling machines and linkers, special mixers for convenience products and marinades, cutters and mincers, as well as various small machines including accessories and spare parts.

"AmTrade's activities in the North American market and its reliable and remarkably high share of revenues have been a significant factor in Schröter's business success for many years,"

sums up Frank Lautenschläger, Sales Vice Director. "We'd like to congratulate our partner and look forward to their expansion as well as more successful projects together in the future!" In fact, Schröter and AmTrade are already planning their next joint projects.



A SUCCESSFUL PARTNERSHIP AND CONGRATULATIONS ON THE COMPANY'S 20TH ANNIVERSARY: Dietrich (front, far left) and Klaus Schröter (far right) congratulate AmTrade personally!



COMPANY

460 Total Years of Service

It isn't unusual for Schröter employees to stay with the company for a long time. But never before have so many people celebrated major work anniversaries as did last year. A total of 28 employees, who together have been with the company for 460 years, were honored by senior management at a 2022 Christmas dinner.

Like so many things, the large number of people celebrating work anniversaries last year was due to the coronavirus pandemic. This is because the celebrations and honors had to be canceled in the previous two years. But this made general managers Klaus and Dietrich Schröter and Uwe Galen all the more delighted to finally be able to acknowledge the large number of employees celebrating their anniversaries at the Christmas dinner and to present them with certificates, bouquets of flowers, and gifts.



MANY BOUQUETS FOR MANY ANNIVERSARIES: Schröter employee Marlies Schengbier assists with the preparations

Three employees – Martin Lepper, Udo Milke, and Manfred Schmidt – can each look back on an impressive 40 years at Schröter. And another six employees celebrated their “silver anniversaries,” meaning 25 years of service at Schröter.

“We are both extremely grateful and also proud that our employees feel such a sense of loyalty to our company and have been with us for so long. Their experience and expertise, which has developed over decades, are a great asset to our company,”

said Klaus Schröter, expressing his thanks during the event, which also included a farewell to employees who had retired – another of the company's long-standing traditions.

AT A GLANCE

The Jubilarians

40 YEARS

> MARTIN LEPPER, UDO MILKE AND MANFRED SCHMIDT

25 YEARS

> BERND KUHLMANN, CHRISTIAN HÜBNER, RALF WENDT, LESLIE LOTH, GÜNTER SPREEN AND MICHAEL MENKE

10 YEARS

> KEVIN WESTPHAL, PETER HÜBNER, SILVIO LOOS, VIKTOR KAKUSCHIN, LARS DAVID, CHRISTIAN POHLMANN, KAI VOSS, JOCHEN RAMFORTH, MICHAEL RUBRECHT, CEMIL FISCHER, CHRISTIAN MARTENS, IGOR ANBINDER, NICOLAS STIEGLITZ, DR. BIRGEN ROTHE, MARIO LAUSCHKE, LENNART BROOKING, CHRISTIAN BLÖMKE, SASCHA KUNERT AND STEFAN GÄRKE

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